

**CLAIM AMENDMENTS**

**Please amend the claims as follows (with strikethrough indicating deletions and underlining indicating additions to the amended claims):**

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1. (Original) A method for collecting information about a user, comprising:  
obtaining a set of one or more rules for collecting information by a first application on a client;  
utilizing the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;  
collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application;  
storing at least a portion of the collected information on the client utilizing the first application; and  
receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client.
  2. (Original) The method of claim 1, wherein the collected information includes behavioral information about the user.
  3. (Original) The method of claim 1, wherein the set of one or more rules is updated based on the collected information.
  4. (Original) The method of claim 1, wherein at least one of the rules includes a trigger, wherein the collected information trips the trigger, and wherein a notification is transmitted to a location via the network.
  5. (Original) The method of claim 1, wherein the set of one or more rules is obtained utilizing the network.

6. (Original) The method of claim 1, wherein the content includes one or more additional rules for controlling the presentment of the content.
7. (Original) The method of claim 1, wherein at least a portion of the collected information is transmitted to a location utilizing the network.
8. (Original) The method of claim 7, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the received content is based on the identifier.
- 31 9. (Original) A system for collecting information about a user, comprising:
  - logic that obtains a set of one or more rules for collecting information by a first application on a client;
  - logic that utilizes the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;
  - logic that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application;
  - logic that stores at least a portion of the collected information on the client utilizing the first application; and
  - logic that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client.
10. (Original) The system of claim 9, wherein the collected information includes behavioral information about the user.
11. (Original) The system of claim 9, wherein the set of one or more rules is updated based on the collected information.

12. (Original) The system of claim 9, wherein at least one of the rules includes a trigger, wherein the collected information trips the trigger, and wherein a notification is transmitted to a location via the network.
13. (Original) The system of claim 9, wherein the set of one or more rules is obtained utilizing the network.
14. (Original) The system of claim 9, wherein the content includes one or more additional rules for controlling the presentment of the content.
- B1 15. (Original) The system of claim 9, wherein at least a portion of the collected information is transmitted to a location utilizing the network.
16. (Original) The system of claim 15, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the received content is based on the identifier.
17. (Original) A computer program product for collecting information about a user, comprising:
  - computer code that obtains a set of one or more rules for collecting information by a first application on a client;
  - computer code that utilizes the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;
  - computer code that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application;
  - computer code that stores at least a portion of the collected information on the client utilizing the first application; and
  - computer code that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client.

18. (Original) The computer program product of claim 17, wherein the collected information includes behavioral information about the user.
19. (Original) The computer program product of claim 17, wherein the set of one or more rules is updated based on the collected information.
20. (Original) The computer program product of claim 17, wherein at least one of the rules includes a trigger, wherein the collected information trips the trigger, and wherein a notification is transmitted to a location via the network.
- B1 21. (Original) The computer program product of claim 17, wherein the set of one or more rules is obtained utilizing the network.
22. (Original) The computer program product of claim 17, wherein the content includes one or more additional rules for controlling the presentment of the content.
23. (Original) The computer program product of claim 17, wherein at least a portion of the collected information is transmitted to a location utilizing the network.
24. (Original) The computer program product of claim 23, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the received content is based on the identifier.
25. (Original) A system for collecting information about a user, comprising:  
means for obtaining a set of one or more rules for collecting information by a first application on a client;  
means for utilizing the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

means for collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application;  
means for storing at least a portion of the collected information on the client utilizing the first application; and  
means for receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client.

26. (Amended) A method for collecting information about a user, comprising:  
obtaining a set of one or more rules for collecting information by a first application on a client;  
utilizing the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;  
collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;  
storing at least a portion of the collected information on the client utilizing the first application;  
transmitting information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes an identifier;  
receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier, the rules for controlling the presentment of the content including priority information for use in determining whether to present the content before other content.

27. (Original) A system for collecting information about a user, comprising:

logic that obtains a set of one or more rules for collecting information by a first application on a client;

logic that utilizes the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

logic that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;

31 logic that stores at least a portion of the collected information on the client utilizing the first application;

logic that transmits information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes an identifier;

logic that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier.

28. (Amended) A computer program product for collecting information about a user, comprising:
- computer code that obtains a set of one or more rules for collecting information by a first application on a client;
- computer code that utilizes the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;
- computer code that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected

information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;

computer code that stores at least a portion of the collected information on the client utilizing the first application;

computer code that transmits information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes an identifier;

computer code that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier, wherein prior to receiving the content, a table is accessed via the network to determine whether the content is available.

29. (Original) A system for collecting information about a user, comprising:
- means for obtaining a set of one or more rules for collecting information by a first application on a client;
  - means for utilizing the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;
  - means for collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;
  - means for storing at least a portion of the collected information on the client utilizing the first application;
  - means for transmitting information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes an identifier;

means for receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier.

**Please add the following new claims:**

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30. (New) The method of claim 1, wherein second application is a browser application.
  31. (New) The method of claim 1, wherein the collected information includes information relating to a time at which the second application is utilized to access at least one site coupled to the network.
  32. (New) The method of claim 1, wherein the time information is utilized to determine an order of priority by which the content is presented.
  33. (New) The computer program production of claim 28, wherein the collected information includes information about networked sites accessed by the second application, and wherein the information about networked sites accessed by the second application is used when accessing the table is accessed via the network to determine whether content associated with at least one of the networked sites is available for receipt.
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